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**Moving for Employment:
Are Hispanics Less Geographically Mobile
than Anglos and Blacks?**

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**Moving for Employment: Are Hispanics Less Geographically
Mobile than Anglos and Blacks?**

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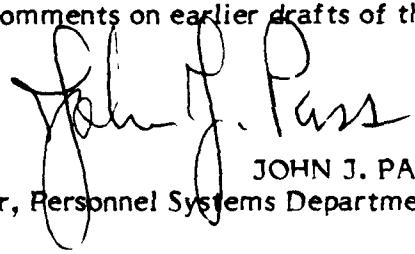
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No significant differences were found among the three groups in willingness to move if certain incentives were offered. Hispanics, however, were significantly less interested in moving to states that have low Hispanic representation. Differences in types of jobs found attractive by the groups were also found. It was concluded that recruitment efforts in areas with high concentrations of Hispanics for jobs in low-concentration areas may have limited success. The findings need to be replicated, however, and the factors affecting the relocation decision process need to be identified. → to P-VII			
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FOREWORD

The research described in this report was performed within advanced development work unit R1770-MP012, Equal Employment Opportunity Enhancement. Its purpose was to determine whether cultural differences exist in willingness to relocate in order to gain employment. This investigation was part of a larger effort to (1) explain variables associated with the underrepresentation of Hispanics in Navy's civilian work force and (2) investigate strategies for overcoming that problem.

The authors wish to thank Rene Cabrera and Bertha Garcia-Forbes of Corpus Christi, Texas for helping to identify the problem described in this report and gathering the data. Also, to be thanked are Norman Abrahams, Marie Thomas, Rose Marie Hurrell, Paul Rosenfeld, and Fernando Soriano, who supplied valuable comments on earlier drafts of this report.



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SUMMARY

Problem

Each Navy activity establishes equal employment opportunity (EEO) goals proportional to the racial/ethnic and gender composition of workers in occupations in local, regional, and national labor markets. Despite the proportionality of such goals, activities have been differentially successful in achieving their EEO objectives, especially with regard to Hispanics. (SDW)

Objective

One possible strategy for attracting more Hispanics and furthering Navy's movement toward a fully integrated civilian work force is to recruit Hispanics from geographic areas in which they are concentrated and employ them in other geographic areas. While such a strategy has been common in the recruitment of Blacks from traditional Black colleges, it is seen less frequently with regard to Hispanics. One possible explanation for the different recruitment strategies for the two minority groups may be the belief that because of their cultural emphasis on the family Hispanics are less geographically mobile than are other racial/ethnic groups. This research investigated the veracity of that assumption.

Approach

Approximately 1,450 persons from a geographic area with a high concentration of Hispanics responded to a survey that asked questions about the likelihood of moving (1) to various states, (2) for given types of jobs, and (3) if certain conditions existed. Although the sample could not be stratified to reflect the composition of the U.S. labor market, it was large and diverse enough to allow Hispanics' answers to be compared to the answers given by Anglos and Blacks.

Findings

1. No significant difference was detected among the three groups with regard to their willingness to move if presented with five incentives for moving. Obtaining a good job was not a sufficient reason to move, but having moving expenses paid or earning 20 percent more than currently paid were attractive incentives for all three groups.

2. In analyses to determine willingness to move to 29 new locales/states, Hispanics reported significantly less willingness to move than did Anglos for 12 of the locales, and Blacks reported significantly less willingness than did Anglos for 2 of the new locales. Hispanics' average willingness means were highly related to the proportions of Hispanics found in the states.

3. Relative to Hispanics and Anglos, more Blacks reported being willing to perform sales and janitorial jobs. More Anglos reported being willing to consider management jobs than did individuals from the other two groups. Hispanics reported being willing to consider clerical and office work at a higher rate than did Anglos.

4. No racial/ethnic group difference emerged when respondents indicated the reason(s) for which they might not wish to move.

Conclusions

It was concluded that while the influence of families on the relocation decisions of Hispanics is strong, Black and Anglo workers are equally affected. Moreover, the incentives needed to induce Hispanics to move for employment are the same incentives that would influence the other two groups in this study. Hispanic willingness to move was significantly affected, however, by the geographic area of the new job. That is, their proclivity was no different from Blacks and Anglos if the new area had a high concentration of Hispanics. But it was significantly less than that for Anglos if Hispanic representation in the area was low. Because of the limitations of the sample, further research is needed before these results can be generalized to other Hispanic groups or other geographic areas than where the data were collected.

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INTRODUCTION

People tend to search for common characteristics among group members in order to more parsimoniously classify individuals from other ethnic, racial, religious, etc., groups. Although it is tacitly understood that each person may not possess all of the general qualities used to identify members of the group, the stereotypes may contain accurate information which can be useful in making business decisions and when interacting with group members (Tedeschi, Lindskold, & Rosenfeld, 1985).

Just as stereotypes may contain useful information, they also may contain erroneous generalizations and negative connotations. For example, the common stereotype of Hispanic workers as migrant farmers from rural or agrarian communities is clearly erroneous (Triandis, 1981). As proof, one only needs to examine 1980 Census statistics (U.S. Department of Commerce, Bureau of the Census, 1983) to find that 87 percent of all Hispanics resided in metropolitan urban areas. Besides inaccurately portraying the "average" Hispanic as an unskilled farm laborer, the previously mentioned stereotype also does little to acknowledge the geographic and ethnic diversity of the groups which fall under the Hispanic rubric. In delineating those geographic and ethnic differences, the National Commission for Employment Policy (1982) noted that in 1980:

Almost 90 percent of Mexican-Americans live in the five southwestern states of Texas, New Mexico, Arizona, California, and Colorado; about 70 percent of Puerto Ricans outside the island live in New York, New Jersey, and Pennsylvania; about 60 percent of the Cuban-Americans live in Florida, and another 21 percent are in New York; about two-thirds of Central/South Americans live in California and New York. (p. 3)

Debunking erroneous stereotypes and replacing them with more accurate depictions of Hispanics are necessary first steps if the business community is to take advantage of this often underutilized segment of the U.S. labor market. Furthermore, the rapid increase in Hispanic population over the last two decades and projections that Hispanics will be the largest ethnic/racial minority in the U.S. by the year 2000 (Hispanic Policy Development Project, 1984) make it imperative that human-resource professionals put forth the increased empirical efforts that will be required to understand and optimally employ this valuable resource.

Edwards (1988) has begun that process by reviewing the empirical literature examining the relationships between attitudes and work outcomes for Hispanics and non-Hispanics. In his review, Edwards echoed the caution expressed by other researchers (e.g., see Chandler, 1979; Lisansky, 1981) who have investigated various characteristics of Hispanics. Together, these authors noted that findings from pre-1970 studies provide questionable insights about the Hispanics who are found in the current work force. Two of the more important reasons for that conclusion are: (1) many earlier studies were anthropological and were performed on small, isolated Mexican-American communities; and (2) researchers often concluded that their Hispanic samples were significantly different from Anglos, but neglected to gather empirical data and compare statistics from Anglos. Given that much of the "knowledge" about Hispanics may be based on over-generalizations and formerly accurate findings, which have since become outdated or been cited out of context, much empirical investigation needs to be performed.

Because recruitment is the first phase in the employment of any worker, stereotypes involving the recruitment of Hispanics seems a logical first step in studying Hispanics in

the work place. One such generalization is the commonly held belief that compared to other racial/ethnic groups, Hispanics are less willing to relocate to find employment.

Although no direct empirical evidence could be found to support that assumption, the conclusion may have been inferred from the often replicated finding (e.g., see Taylor & Shields, 1984) that Hispanics place a very high degree of emphasis on family. While such findings may be accurate, the degree of accuracy in the inferences drawn from those findings also needs to be determined. Other findings might suggest other conclusions. For example, information from the 1970 Census shows that one of four U.S. Hispanics was foreign born; whereas, only 1 of 20 persons in the total U.S. population was foreign born (National Commission for Employment Policy, 1982). While immigration from foreign countries could be for a variety of reasons other than economics (e.g., political freedom and escaping war), employment may play a significant enough role that other researchers might conclude that Hispanics are more likely to move than are other racial/ethnic groups. The veracity of that latter conclusion may, however, be moderated by the fact that Hispanics who immigrate from foreign countries are probably much different from the Hispanics who have already settled in the U.S. At any rate, a question remains as to whether employers can successfully and cost effectively recruit Hispanics from geographic areas where they are concentrated to locations which have employment opportunities. Within the federal sector, recruiting outside the local labor market would entail a change of policy because, for the most part, only positions requiring a college education are advertised nationwide.

Purpose

This study examined factors that might be associated with decisions to relocate for the purpose of new employment. Besides demographics, the study investigated the type of job sought, the attractiveness of five incentives for moving, the geographic locations of potential new jobs, and possible reasons for not moving. Data were gathered from Hispanics, Anglos, and Blacks. The latter two groups were included to permit comparisons with the majority group and another minority group.

METHOD

Survey Setting

From June 1987 through March 1988, surveys were administered in the Corpus Christi, Texas area. According to 1980 U.S. Census data, 131,247 of the 326,228 residents (40.2%) in the Corpus Christi standard metropolitan statistical area (SMSA) were of Hispanic origin (Hispanic Policy Development Project, 1984). In addition to being the largest population group in Corpus Christi, the Hispanics in that SMSA make Corpus Christi the sixteenth largest U.S. market for Hispanics.

Sample

Surveys were completed by 1,450 respondents. Surveys from 22 respondents were excluded from analyses because those individuals did not meet a Department of Defense employment criterion: U.S. citizenship. Another 37 respondents who indicated that they belonged to an ethnic/racial group other than "Hispanic," "White, but not Hispanic" or "Black" were also dropped from the study. The latter group was dropped because of concerns about the generalizability of findings from a small, potentially heterogeneous group. Finally, data from 17 surveys were eliminated because the respondents did not

indicate their race. The final sample consisted of 1,378 respondents. Of these, 704 respondents (51.1%) were Hispanic; 522 (38.1%), Anglo; and 149 (10.8%), Black. The proportions of women in each of the three groups were 58.0 percent for Hispanics, 58.8 percent for Anglos, and 61.1 percent for Blacks.

The average age of Anglos (34.25 years) was slightly higher¹ than the average ages of Blacks (31.96 years) and Hispanics (30.68 years). Less than 1.0 percent of any group indicated that they had not received at least a high school degree. High school diplomas or general equivalency degrees (GEDs) were the highest educational degrees attained by 78.5 percent of the Blacks, 76.1 percent of the Hispanics, and 58.5 percent of the Anglos. Thus, proportionally more Anglos indicated that associate arts, baccalaureate, or graduate degrees had been received. From the three employment-related variables used to describe the sample, Hispanics (1) had attended approximately the same number of interviews during the two months prior to the survey as did Blacks and Anglos ($M_H = 1.50$, $M_B = 1.80$, and $M_A = 2.12$), (2) had been looking for a new job for approximately the same number of months as had Anglos but less time than Blacks ($M_H = 7.83$, $M_A = 7.36$; and $M_B = 14.04$), and (3) desired a higher salary for a new job than did Blacks but a lower new salary than Anglos ($M_H = \$6.66$, $M_B = \$6.33$, and $M_A = \$7.80$).

Instrument

The Survey of Area Preference (see Appendix A) is a 59-item inventory. It was designed to gather the previously mentioned background/demographic variables and to measure four aspects of desired new employment.

To measure willingness to consider various types of work, respondents were provided with the 10 general classes of jobs (outlined in Table 1) and asked to "Place an X beside any job you would consider." Respondents could indicate an interest in more than one job.

For another set of questions (see Table 2 for the exact wording of the items), respondents answered "true" (which was scored 1), "don't know" (2), or "false" (3) to whether each of five incentives would induce them to move. A composite willingness-to-move-for-the-incentives score was computed for each respondent by summing the scores for the five items. The first incentive was reversed-scored because it was the only incentive stated in negative terms.

The third set of questions asked respondents how likely they were to move to 29 locales (see Table 3). The 29 locales correspond to general locations where Navy has large facilities. Respondents were to answer "'1' If you are sure you would not move to that state," "'2' If you might move to that state for a job," or "'3' If you would like to work in that state." Composite willingness-to-move-to-new-locales scores were computed by summing the 29 item ratings.

¹Inferential statistics were not used to compare the significance of background/demographic differences among the racial/ethnic groups. Descriptive statistics were preferable because the issue was not whether subgroups of the sample differed in terms of demographics/backgrounds but rather whether the subgroups differed on various indices of willingness to move. Later analyses did, however, examine the relationships of the background/demographic variables and the willingness to move indices.

Table I
Group Differences in the Willingness to Consider Types of Jobs

Job	% Who Would Consider Such Jobs			χ^2	p ^a
	Hispanic	Anglo	Black		
Clerical, office work	67.0 (A)	58.1	70.1	12.67	.0018
Sales or work in a store	35.6	31.8	51.8 (H,A)	19.13	.0001
Restaurant	11.0	12.7	10.7	0.97	.6146
Janitorial	12.2	8.6	23.6 (H,A)	23.33	.0001
Construction	19.2	18.6	20.4	0.25	.8781
Mechanical	18.2	15.8	17.0	1.20	.5468
Engineering	7.8	11.5	9.2	4.69	.0956
Management	34.9	53.2 (H,B)	35.2	43.40	.0001
Technical	21.0	28.1	25.4	8.14	.0171
Other	34.0	35.9	36.4	0.60	.7379

^aMaximum alpha level adopted for each chi square test of independence was .005.

Table 2
**Group Differences in the Willingness to Move When Presented
with a Variety of Potential Incentives**

Item	<u>Willingness to Move Mean Score</u>			<u>F</u>	<u>p^a</u>
	Hispanic	Anglo	Black		
I would not move, even for a good job.	2.48 ^b	2.45 ^b	2.44 ^b	0.23	.7936
I would move for a good job at my own expense.	2.05	1.99	2.16	1.88	.1521
I would move for a good job if all my moving expenses were paid.	1.30	1.40	1.38	2.84	.0585
I would move if the new job paid at least 20 percent more than any job I could get in this city.	1.50	1.63	1.64	3.69	.0250
They would have to offer me training to help me advance in the job or I wouldn't move.	2.03	2.13	1.96	2.42	.0889

^aThe maximum alpha level adopted for each one-way ANOVA was .01.

^bBecause item 1 is negatively worded, the scoring on that item should be reversed to interpret it in light of the other items. Reversing the scale and making the item reflect a willingness to move when answered "true" would result in means of 1.52 for Hispanics, 1.55 for Anglos, and 1.56 for Blacks.

Table 3
**Group Differences in the Willingness to Move to Locales
 Where Navy Facilities are Located**

Locale	Willingness to Move Mean Score				
	Hispanic	Anglo	Black	F	p ^a
Arizona	1.42	1.57 (B)	1.25	13.51	.0001
California	1.66	1.70	1.71	0.45	.6344
Hawaii	1.56	1.78 (H,B)	1.45	14.68	.0001
Nevada	1.34	1.49 (H)	1.28	9.65	.0001
Washington	1.40	1.51	1.50	3.92	.0200
Indiana	1.22	1.30	1.25	3.66	.0260
Illinois	1.26	1.31	1.34	1.75	.1736
Ohio	1.23	1.31	1.30	2.92	.0538
Missouri	1.23	1.31	1.29	2.98	.0510
Florida	1.62	1.77	1.57	5.91	.0028
Louisiana	1.38	1.46	1.46	2.13	.1182
North Carolina	1.26	1.44 (H)	1.29	13.00	.0001
Kentucky	1.23	1.41 (H)	1.25	15.73	.0001
Mississippi	1.23	1.35 (H)	1.31	6.79	.0012
Texas < 100 miles	2.09	2.06	1.87	3.33	.0357
Connecticut	1.24	1.36 (H)	1.23	7.96	.0004
Massachusetts	1.24	1.36	1.24	6.55	.0015 ^b
New Hampshire	1.23	1.34	1.21	7.00	.0009 ^b
New York	1.29	1.36	1.37	2.00	.1350
New Jersey	1.24	1.30	1.34	3.08	.0459
Rhode Island	1.21	1.34 (H)	1.24	7.04	.0009
District of Columbia	1.43	1.43	1.60	3.37	.0345
Pennsylvania	1.24	1.36	1.32	6.08	.0023
Maryland	1.25	1.39 (H)	1.33	8.01	.0003
Georgia	1.25	1.41 (H)	1.37	10.01	.0001
Virginia	1.29	1.50 (H)	1.38	16.12	.0001
South Carolina	1.25	1.44 (H)	1.30	14.73	.0001
Tennessee	1.26	1.48 (H,B)	1.24	21.24	.0001
Texas > 100 miles	2.02	1.93	1.95	1.28	.2764

^aThe maximum alpha level adopted for each ANOVA was .0017.

^bBecause Scheffe post hoc tests are conservative (i.e., require a larger difference in means than do other post hoc tests to conclude that the difference is statistically significant), no difference was sometimes found among group means despite a significant overall effect.

The fourth set of questions was introduced by "If you would not move, even for a good job, check the reason why." The five conditions that respondents could specify as reasons for not moving are given in Table 4. The reasons-for-not-moving composite was the total number of reasons that were indicated.

Table 4
Group Differences in Reasons for Not Moving

Reason	Percent Who Gave Reasons for Not Moving			χ^2	p ^a
	Hispanic	Anglo	Black		
Family (because of spouse, children, elderly parents)	25.0	21.1	19.5	3.66	.1597
Spouse's employment	16.2	20.2	10.7	8.18	.0167
Cost of living	11.8	7.2	6.7	8.75	.0125
I like it here	15.3	15.6	11.4	1.72	.4219
Other, please explain	2.1	4.2	2.7	4.46	.1071

^aThe maximum alpha level adopted for each chi square test of independence was .01.

Procedure

Surveys were administered in 30 locations that may be clustered into five broad categories. The number of respondents who completed questionnaires at each type of organization were as follows: 620 at colleges, 359 at military facilities, 123 at business or career schools, 66 through Hispanic interest groups, and 33 in other organizations. Another 189 persons did not indicate where they had received their questionnaires. The number of people who completed surveys at colleges/universities or at military facilities should not be equated with the number of persons who were attending college or working at military facilities. A large proportion of those individuals were, respectively, attending testing sessions for the Civil Service Exam or applying for a job at the civilian personnel offices of the military bases.

Analyses

In preliminary analyses on each racial/ethnic subgroup, Pearson product-moment correlations were computed to determine whether background variables were related to the central issue addressed by this study: willingness to move. Had the background variables been consistently significant correlates of willingness to move, subsequent analyses would have covaried out their effects before progressing with the racial/ethnic group comparisons. The three composite willingness-to-move scores were used for the preliminary analyses (rather than the 5 incentives, 29 locales, and 5 reasons for not moving) to avoid an unmanageably large number of correlation coefficients and the concomitantly greater probability of a Type I error.

For the primary analyses, an overall .05 probability level was adopted for each set of the four sets of questions: employment sought, potential incentives, new locales, and reasons for not moving. Each .05 level was then divided by the number of questions contained in the set of items being considered. As a result, the p values adopted for each item in the four sets of contrasts were as follows: .005 for each of the 10 items regarding willingness to consider specific types of jobs, .01 for each of the 5 statements about willingness to move for various incentives, .0017 for the 29 locale questions, and .01 for 5 reasons for not moving. This step, patterned after Dunn's multiple comparison procedure (Kirk, 1982), was taken to ensure that the sum of the planned-contrast error rates for each set of comparisons did not exceed .05. Chi square tests of independence were the preferred statistics for comparing the responses from the three groups to the job-type and reasons-for-not-moving questions; whereas one-way analyses of variance (ANOVAs) were used to test for group differences on the locales and incentives questions.

RESULTS

Relationships Among Willingness-to-Move Composites and Background Variables

When gender, age, education, interviews attended in the last 2 months, months spent looking for a new job, and desired minimum salary for a new job were correlated with the three willingness-to-move composites for each of the three racial/ethnic groups, only 4 of the 54 (3 x 6 x 3) correlations were greater than $r = .20$. (This r value was arbitrarily chosen to acknowledge that the large sample sizes and numerous correlations might identify relationships as being statistically significant even though they were the result of chance or they accounted for a practically insignificant amount of variance.) Gender and the willingness-to-move-to-other-states composite were correlated $-.27$ for Blacks; whereas gender and the willingness-to-move-for-incentives composite was correlated $.21$ for Anglos. That is, Anglo males were generally more likely to report a willingness to move for incentives than were their Anglo-female counterparts, and Black males were generally more willing to move to other states than were Black females. The other two correlation coefficients that exceeded $.20$ were both found for Blacks. Blacks who reported spending relatively more time looking for a job also reported less willingness to move for the incentive ($-.22$) and to new locales ($-.21$).

Willingness to Consider Various Types of Jobs

Chi square tests of independence revealed that Hispanics, Anglos, and Blacks reported significantly different rates for considering four types of jobs: clerical, sales, janitorial, and management (see Table 1). Employing chi square tests of independence as post-hoc tests, the sources of the differential rates were identified by comparing pairwise the responses of each racial/ethnic group with the responses of each other group. For two of the significant differences, Blacks were the group most likely to consider a type of work. Blacks said that they would consider sales and janitorial jobs at significantly higher rates than did either Hispanics or Anglos.

For management jobs, Anglos reported that they would consider such work at a significantly higher level than did either Hispanics or Blacks. The last overall job difference was found to favor Hispanics. Relative to Anglos, a significantly greater proportion of Hispanics reported that they would consider clerical or office work. Although the proportion of Blacks who reported that they would consider such jobs was higher than that of Hispanics, a significant difference did not emerge during the pairwise post-hoc comparisons of Blacks and Anglos. In that and subsequent analyses, similar

apparent differences may not be considered statistically-significant because of the relatively small sample size of the Black group.

Willingness to Move for Given Incentives

The five one-way ANOVAs resulted in no significant difference among the three groups with regard to their willingness to move if provided with the specified incentives (see Table 2). All three groups of respondents generally agreed that a good job might be an incentive to induce them to move; however, some incentives were acknowledged to be more of an inducement than others. All groups were non-committal about moving either for a good job if they had to pay for their own moving expenses or if they were offered training for advancement in a new locale that required moving. Finally, all three groups of respondents were more optimistic about moving when their moving expenses would be paid or the new job would pay at least 20 percent more.

Willingness to Move to 29 Locales

As indicated in Table 3, significant differences were obtained for 13 of the 29 ANOVAs comparing the racial/ethnic groups' willingness to move to new locales in states having Navy facilities. For each of the 13 differences, Anglos had the highest average willingness mean, and most of the differences were between Anglos and Hispanics. For 12 of the 13 significant differences, Hispanics indicated that they were less willing to move than were Anglos; whereas, Blacks reported significantly less willingness to move to only two of the locales. Although no significant difference was found between the two racial/minority groups, Hispanics had higher mean ratings than did Blacks in only nine of the pairwise contrasts. In the other 20 locales comparisons, Hispanics reported less willingness to move than did Black for 19 locales and the same willingness to move for the other location.

Next, the Hispanic ratings of willingness to move to a given location were correlated against the proportions of Hispanics and Mexican-Americans found in each location during the 1980 Census. (Statewide proportions were used, with the statewide proportion for Texas used for both of the Texas locations.) The willingness means for Hispanics and both the Hispanic and Mexican-American proportions were rank-ordered before the correlations were computed because of non-normality in the three distributions. The correlations between Hispanics' reported willingness to move to other locations and the proportions of Hispanics or Mexican-Americans found in those locations were, respectively, .68 ($p < .001$) and .65 ($p < .001$). In other words, Hispanics expressed more willingness to move to states that contained higher proportions of Hispanics and Mexican-Americans.

Reasons for Not Moving

No significant group difference was found among the three groups with regards to each of the five reasons for not moving (see Table 4). Furthermore, no trend was noticed in the percentages reporting one or more of the five reasons for not moving. For three of the five comparisons: spouse employment, I like it here, and other reasons, Anglos reported a reason proportionally most often; and for the other two reasons: family and cost of living, Hispanics were proportionally highest. Blacks had the lowest proportional rate for four of the analyses: family, spouse, cost of living, and I like it here. In the other analysis, Hispanics reported "Other" reasons proportionally less often than did the other two groups. (Even though respondents were requested to specify what the "Other" reasons were, a content analyses was not possible because of the general absence of such comments.)

DISCUSSION

Although the respondents surveyed in this study were more highly educated than the general U.S. population, that difference should not greatly affect the overall conclusions. In fact, the higher than average level of education was, in some ways, advantageous. The more highly educated individuals would stand a greater chance of obtaining the types of jobs that generally are recruited for on a regional or national basis; whereas less highly educated persons seeking clerical, sales, janitorial, and other limited-skill jobs tend to be recruited in only a local standard metropolitan statistical area.

Relative to Anglos, the Hispanics who participated in this study reported less likelihood of moving for employment. While that statement may summarize the major findings of this study, several factors and specific findings need to be considered to more fully understand the reluctance of Hispanics to move for employment.

First, Hispanics reported the same level of willingness to move to other locales as did the other two groups when the locales had significant proportions of Hispanics. For the five states with the largest percentages of Hispanics: Texas (21.9%), California (19.2%), Arizona (16.2%), New York (9.5%), and Florida (8.8%), Hispanic mean ratings were not significantly different from the average ratings supplied by either Blacks or Anglos. The findings for New York and Florida are particularly surprising given that previous researchers (e.g., Lisansky, 1981) have cautioned investigators not to consider Hispanics as a homogeneous group. The Hispanic populations of those states are, respectively, primarily Puerto Rican and Cuban; whereas the sample in this study was primarily Mexican-American.

Second, in all 29 comparisons of willingness-to-move-to-a-new-locale ratings, Hispanics' mean ratings were found to be no different than the mean ratings of Blacks. Thus, there is uncertainty in concluding that Hispanics are less willing to move than are members of other groups, especially Blacks.

In this study, one factor that may underlie the Hispanics' reluctance to move is the perceived availability of social support in the new locales. The very high correlation coefficients between the percentages of Hispanics/Mexican-Americans in the new locales and Hispanic willingness-to-move-to-a-locale means would seem to imply the importance of social support when deciding which new locales are most attractive. Vaux (1985) noted:

While its exact nature and effects remain in dispute, most theorists agree that support is a valuable resource. The availability of this resource probably varies across subpopulation groups, and it may be influenced by social policy regarding such factors as . . . employment policies. (p. 90)

Third and possibly most important, the ratings were just that--self reports of willingness to move, not whether Blacks, Hispanics, and Anglos actually moved. Fishbein and Ajzen's (1975) theory of reasoned action postulates that numerous factors must be considered before an individual arrives at a decision about what s/he intends to do. Those factors which lead to a behavioral intention can be summarized into two categories: attitude toward the action and the subjective norms (Tedeschi et al., 1985). The present study focused primarily on attitudes toward actions (i.e., willingness to move to new locales and for given incentives). The only item to measure any aspect of the interpersonal pressure that might influence a person's intent to move was the item that allowed the respondent to indicate that a familial reason was a justification for not

moving. Given that norms may vary according to demographic characteristics (e.g., age, ethnicity/race, religious affiliation, and gender), this study would have benefited from additional items that measured the norms perceived by members of the three groups who participated in this investigation. Greater certainty regarding differential willingness to move may have resulted with the additional information on norms.

The responses given by Hispanics who choose to live in Corpus Christi, a geographic area that is about 40 percent Mexican-American, could be very different from answers that would be obtained from Mexican-Americans living in areas of less concentration or from individuals of other than Mexican-American descent. This limitation also has implications for the responses obtained from individuals in the two comparison groups. More specifically, Blacks and Anglos living in a geographic area where large numbers of Hispanics have lived for several generations may possess attitudes different from Blacks and Anglos in other areas of the country.

The concerns outlined in the previous paragraphs should not be interpreted as a total discounting of the results which showed that Hispanics were less willing to move. Instead, the points are made to identify possible explanations of the findings. In the introduction to this study, familial reasons were identified as yet another potential limiting factor to Hispanics' ability. The data, however, did not support that hypothesis. For all three groups, familial reasons were the most frequently cited justification for not moving. Furthermore, the other four reasons for not moving were found not to differ by racial/ethnic group.

Similarities, rather than racial/ethnic group differences, were also the rule for the incentives-for-moving findings. The high mean scores for all three groups on the item "I would not move, even for a good job" indicate that the respondents could be induced to move. The incentives that respondents found most enticing were jobs in organizations that would pay (1) for moving expenses or (2) at a level 20 percent greater than the person could earn in the Corpus Christi area.

The incentive findings present a paradoxical situation for the minority groups. The jobs for which minority-group members reported the highest levels of interest were also the jobs that were least likely to provide the incentives required to induce them to move. That is, Hispanics and Blacks most frequently indicated that they would consider clerical/office work and sales/work in a store. Because of the generally large applicant pools and typically lower level of skills required for those types of jobs, few organizations would be likely to offer the incentives required to attract workers who would have to move. On the other hand, job vacancies have an associated cost, and Equal Employment Opportunity (EEO) goals should be met. Therefore, offering incentives may, at times, be economically warranted. This latter conclusion is limited by the fact that this study considered neither the knowledge, skills, abilities, experience, etc., required by the job nor the characteristics possessed by the respondent.

CONCLUSIONS AND RECOMMENDATIONS

Even better-educated Hispanics who are seeking the types of jobs that are regionally or nationally advertised may place more restrictions on relocation than other groups. Relative to Anglos, Hispanics surveyed in the present study frequently expressed a significantly lower level of willingness to move if the new geographic area had a relatively low concentration of Hispanics. Thus, it may be the case that affirmative-action recruitment from areas of high Hispanic concentration will meet with only limited

success if relocation site(s) have relatively few Hispanics. Such recruitment efforts may be even less successful during times of low unemployment in the recruitment locale.

The commonly held belief that Hispanics, more so than other workers, are reluctant to relocate because of familial ties was not supported, since all three groups were strongly influenced by family concerns. Other findings concerning incentives or disincentives highlighted the similarities, rather than dissimilarities, in the attitudes toward relocation of members of the sample.

In summary, more research is needed to determine if the findings from this study can be replicated with and/or generalized to other Hispanic groups. Also, the factors that cause Hispanics to be reluctant to move to some locations needs to be further investigated. By studying social support and other such variables, organizations may identify steps that can be taken to reach the societal goal of a fully integrated work force.

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APPENDIX
SURVEY INSTRUMENT

SURVEY OF AREA PREFERENCE

INTRODUCTION

The purpose of this survey is to gather information to determine the attitude of people, such as you, about areas of the country where you might work as a civilian for the Department of the Navy. The information is needed to help Navy recruit for civilian positions nationwide. Participation in this survey is voluntary and will not affect your employability with any Federal agency in any way. By answering the questions, however, you will help Navy target recruitment efforts more effectively. Your answers will be used for research purposes only.

Current job location: (city and state): _____

Today's Date: _____

1. What is the name of the school, organization, or office where you received this survey and city where located? _____

2. Which are you?

- ___ Hispanic
- ___ White, but not Hispanic
- ___ Black
- ___ Other

Place an "X" beside any job you would consider.

- ___ 9. Clerical, office work
- ___ 10. Sales or work in a store
- ___ 11. Restaurant
- ___ 12. Janitorial
- ___ 13. Construction
- ___ 14. Mechanical
- ___ 15. Engineering
- ___ 16. Management
- ___ 17. Technical
- ___ 18. Other

_____ (specify)

3. What is your gender?

- ___ Male
- ___ Female

4. Are you a U.S. citizen?

- ___ Yes
- ___ No

5. Age? _____

6. Highest level of education completed?

- ___ GED
- ___ High school graduate
- ___ AA degree
- ___ BA/BS degree
- ___ Completed graduate school

19. During the last 2 months, how many job interviews have you had? _____

7. Do you have a physical disability?

- ___ Yes
- ___ No

20. How much money does a new job have to pay before you would take it? \$_____._____.per hour

8. How long have you been looking for a new job?

PLEASE COMPLETE REVERSE SIDE

In some places, there are more jobs than in this city. The next group of questions is about your willingness to move for a job. Circle the "T" for "true", "?" for "don't know", or "F" for "false" to answer these questions.

T ? F 21. I would not move, even for a good job.

T ? F 22. I would move for a good job at my own expense.

T ? F 23. I would move for a good job if all my moving expenses were paid.

T ? F 24. I would move if the new job paid at least 20% more than any job I could get in this city.

T ? F 25. They would have to offer me training to help me advance in the job or I wouldn't move.

FILL IN NUMBERS 26 THROUGH 54 ONLY IF YOU ARE WILLING TO MOVE

Your willingness to move might depend on where the job is. Please rate your willingness to move to a state by putting one of the following numbers in the space next to the state.

"1" If you are sure you would not move to that state

"2" If you might move to that state for a job

"3" If you would like to work in that state

___ 26. Arizona	___ 36. Louisiana	___ 46. Rhode Island
___ 27. California	___ 37. North Carolina	___ 47. Washington, DC
___ 28. Hawaii	___ 38. Kentucky	___ 48. Pennsylvania
___ 29. Nevada	___ 39. Mississippi	___ 49. Maryland
___ 30. Washington	___ 40. Texas (city not over 100 miles away)	___ 50. Georgia
___ 31. Indiana	___ 41. Connecticut	___ 51. Virginia
___ 32. Illinois	___ 42. Massachusetts	___ 52. South Carolina
___ 33. Ohio	___ 43. New Hampshire	___ 53. Tennessee
___ 34. Missouri	___ 44. New York	___ 54. Texas (city more than 100 miles away)
___ 35. Florida	___ 45. New Jersey	

FILL IN THIS SECTION ONLY IF YOU WILL NOT MOVE FOR A JOB

___ 55. Family (because of spouse, children, elderly parents)

___ 56. Spouse's employment

___ 57. Cost of living

___ 58. I like it here

___ 59. Other - Please explain below.

THANK YOU FOR YOUR HELP

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